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BULLETIN

OF

e National Association for the Study and Prevention of Tuberculosis

Vol. IV NOVEMBER, 1917 No. 2

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War Activities for State, County and Community Anti-Tuberculosis Associations

The National Association for the Study and Prevention of Tuberculosis offers the following suggestions for the consideration of state and local associations. They are formulated as the result of conferences with army officers, public health officials, and officers of the Young Men's Christian Association, Knights of Columbus and others engaged in war work. They have been found practicable in four cantonments, where the Medical Field Secretary of the National Association has inaugurated these activities in co-operation with state anti-tuberculosis associations.

I. Procure a record of men rejected for service in the Army because of tuberculosis or suspected tuberculosis.

1. Those rejected by local examining boards.

There are 4,557 of these local boards in the United States. While the "Regulations provide that the records of local exemption boards be made accessible to the public at such time as will not interfere with the work of these boards," as a matter of fact it has been exceedingly difficult to get the information desired by anti-tuberculosis associations. On September 29th the Provost Marshal, General Crowder, directed to The National Association for the Study and Prevention of Tuberculosis a communication establishing the authority of the governors of the several states to direct these boards to open their exemption records to representatives of the National Association or to representatives of the State Boards of Health. Copies of this letter from the War Department have been sent to all state boards of health and to state anti-tuberculosis agencies. It is suggested, therefore, that these names be secured and follow-up work be done as suggested below.

2. Rejected applicants for enlistment in the United States Marine Corps.

The commandant has directed all recruiting officers in the United States to report to the National Association the names and addresses of those applicants rejected because of tuberculosis or suspected tuberculosis since January 1, 1917. Not infrequently the applicant resides in a different state than the one in which he applied for admission to the Marine Corps. All these names are being reported to the proper state boards of health, and a copy of the report is being sent to the secretary of the state anti-tuberculosis association, or in case the man is from a large city to the city anti-tuberculosis agency where he resides. Follow-up work as suggested below may be done for these men also.

3. Those rejected by regimental surgeons in the camps and cantonments.

In the hurry of the preliminary examinations for the draft, many tuberculous men were overlooked by the local examiners. In the examination at the camps by the regimental surgeons many of these overlooked cases are being found. Still other cases will be discovered by the special boards of expert examiners, which will later make surveys of the camps. The records of all cases rejected in camp are in the office of the division surgeon. In four camps the division surgeon has made available to the secretary of the state anti-tuberculosis association the names and addresses of those men rejected because of tuberculosis or suspected tuberculosis. We have found the military surgeons most courteous and ready to co-operate. We believe that such records in other camps and cantonments than those visited will be made accessible if the matter is fully explained.

If the secretary of any state association is unable to secure these names, it is probable that he can successfully point out to the division surgeon the desirability of reporting the names to the state boards of health of the states from which the men came. In those states in which there is no law requiring that tuberculosis be reported there may be some objection offered.

II. Follow-up work for all cases discovered.

This may be done by the distribution of educational literature. Pamphlet No. 106, "What You Should Know About Tuberculosis," issued by the National Association, is an excellent one, which is being distributed to Canadian soldiers. "Don't" cards have some value also. Health placards for street cars and public buildings should not be forgotten. They will be read by the man who has been discharged from the service on account of tuberculosis.

Visiting nurses should be asked to make a survey of the families of rejected conscripts, giving them verbal instructions, getting them to go to the family physician for physical examination or to the dispensary.

Suitable cases should be induced to enter sanatoria.

III. Eductional work for soldiers.

1. For the officers and privates of the line.

Most of this educational work can best be done in co-operation with the Young Men's Christian Association and the Knights of Columbus. These organizations have service buildings in which the men gather for entertainment and recreation. The Y. M. C. A. has several buildings in each cantonment, including an auditorium and an administration building. The general secretaries of these organizations should be consulted and arrangements made for the distribution of literature.

Distribution of Literature

Pamphlets or folders should be brief. They should give the facts in plain, non-technical language. Size is important in the opinion of those who know most about the soldier—3⅜ by 6 inches in the best size, without waste of paper stock. It is easily slipped into the pocket by the man who wants to carry it with him. The type should be 10-point and single leaded, to insure easy reading. Let the headings be catchy and in red ink. It has been suggested that the double cross device of the anti-tuberculosis movement might better be left off, because it might suggest a religious tract to some and illustrative, hence be cast aside. This suggestion is of doubtful value, but is passed on for the judgment of the individual association. The pamphlet or folder could, with advantage, have one or two timely and appropriate war illustrations.

If the name of the anti-tuberculosis association appears, it should be on the inside and in inconspicuous type. Gen-

BULLETIN OF
THE
NATIONAL ASSOCIATION FOR THE STUDY AND PREVENTION OF TUBERCULOSIS

Published Monthly
In the Interest of Workers Engaged in the Anti-Tuberculosis Movement by
THE NATIONAL ASSOCIATION FOR THE STUDY AND PREVENTION OF TUBERCULOSIS
105 EAST 22ND STREET, NEW YORK CITY

Vol. IV November, 1917 No. 2

Entered as Second Class Mail Matter October 21, 1914, at the Postoffice at New York, N. Y., under the Act of August 24, 1912.

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erally, it is better not to have the name of an individual appear as the writer.

Lectures or Talks

These should be in the service buildings of the Y. M. C. A. or Knights of Columbus and not in the auditorium unless the speaker is of exceptional oratorical ability, one who can catch and hold the attention of a large group. Such speakers should be given the widest possible publicity throughout the camp. The choice of the title is important for the purposes of publicity, and the expenditure of money for advertising special speakers is well worth while.

Most talks, however, will be by men who are not trained speakers. It is important to choose men of virile personality. Wherever an officer in uniform can be secured to give a talk, he will command best attention. No dry, verbose, rambling talker should be sent to talk to soldiers on any subject. The result is likely to be embarrassing both for the speaker and the movement he represents. "Getting the hook" is not a pleasant experience. The salary of vaudeville entertainers is measured by their ability to "get across" with an audience. Likewise the value of the speaker for the anti-tuberculosis movement will be measured by his ability to get his message across. The speaker should have clearly in mind the points he wants to impress. He should, above all things, avoid technical terms. One man suggested that "kitchen English" should be employed. There certainly should be no "sob stuff"! Apt and homely anecdotes to illustrate points are suggested. Inject such humor as is possible in dealing with a generally dry and unpopular subject. Army officers will not approve of talks that tend to instill in the minds of the men undue fear of tuberculosis; but there is no good reason for withholding facts about infection. Soldiers do not fear facts, and they should not be made to fear phantoms. Emphasis should rather be placed upon the ways to avoid infection by building up and maintaining a high degree of resistance. Avoid "Phthisiophobia." Such talks should never exceed 25 minutes in length. Twenty minutes, with five left for questions and answers, is better. This matter of length of time is imperative from the standpoint of those who permit the use of the platforms, and must be adhered to. Do not hesitate to impress this emphatically upon the minds of those whom you engage to talk. Thoughtless men, enthusiastic upon their pet subject, perhaps, must not be permitted to jeopardize the campaign by rambling along for 30 or 40 minutes, taxing the courtesy of the men and the managers. If a layman talks it might be well to have a doctor present to answer questions. To secure a good audience the talk should be sandwiched in between moving pictures or other entertainment features.

Wherever it is possible to reach the squad commanders (corporals) or platoon commanders (first and second lieutenants or sergeants) with literature or by talks, it will prove of great value. The squad commander is in charge of seven privates. He sleeps under the same tent with them. If he knows how to care for and protect his men he can do much more for their physical welfare, perhaps, than the medical officer, who sees them only at inspection. If the names of these corporals or sergeants or lieutenants can be secured, literature could be sent directly by mail.

It may be possible to get division surgeons to direct certain military surgeons in the camp to give special instruction on tuberculosis at regimental assembly. This would be most effective as a means of education in prevention.

Health Placards

Permission can often, if not always, be gained to place attractive and instructive placards upon the walls of service buildings.

Motion Picture Reels

The National Association has secured the opportunity to route reels to the different camps and cantonments. State associations (as in Illinois) may have special reels of their own which they can arrange to have run off on the screens of the camps in which they are interested. These reels should not exceed 1,000 feet, unless of unusual interest. The directors of entertainment will order the withdrawal of reels which do not interest their audiences.

2. For army medical officers.

Medical Talks

Some, if not all, the camps have military medical societies. Camp Grant Medical Society has about 300 members. Arrangement can be made with the Chairman of the Program Committee, or with the division surgeon, for lectures by men of national reputation. Such men as Drs. E. R. Baldwin, Chas. L. Minor, Allen K. Krause and D. R. Lyman will go to Camp Devens, Ayer, Mass., this fall from the Framingham Community lecture course.

Some such program as the following will be found acceptable to the military physicians:

a. Symptoms and Clinical Forms of Tuberculosis.

b. The Clinical Diagnosis of Tuberculosis, with demonstrations of technique.

c. The X-ray and tuberculosis, with the interpretation of plates.

d. The Laboratory as an Aid in Diagnosis.

e. Tuberculin in Diagnosis and Treatment.

f. Differential Diagnosis from Pulmonary Tuberculosis.

g. The Pathology of Tuberculosis. Stereopticon slides.

h. Attacking Tuberculosis in the Army. (Discussed from standpoint of the army surgeon and the civilian doctor.)

(*Concluded on page* 8)

440,000,000 Seals Ordered

The best evidence that Red Cross Seal agents believe in a record-breaking sale of seals this year is found in the fact that the entire original printing order for 400,000,000 seals has been exhausted. Re-orders at this early date have already made necessary the printing of 40,000,000 additional seals.

Transportation Conditions

Transportation conditions are probably worse this year than during any previous campaign. Agents are warned that they will probably become worse as the holidays approach. The National Association is taking all possible steps to expedite shipments. State and community agents should move supplies with the greatest possible speed. Use the telegraph and special delivery mail when it will help you in getting results.

Postage on Letters

The October BULLETIN of the National Association gave reasons for sending out more mail sale letters than ever before, in spite of the three-cent postage law. New post-office regulations have been made permitting the great majority of mail sale letters to go for two cents; and therefore the reasons for enlarging the list of addresses for mail sale letters are all the more cogent.

The National Association now has official confirmation of the statement that mail sale letters will be delivered as "drop letters" within the district of the post-office where they are mailed under two-cent postage per ounce. On the other hand, not only is three cents required for each letter going outside the initial post-office district, but no letter will move from one post-office to another unless stamped three cents. No due postage stamp will be applied where postage is less than three cents. The sender will be notified to send additional postage, provided his return card is on the front of the envelope. You should keep this in mind in connection with return envelopes.

If one cent additional postage on each of the two envelopes of a mail sale letter makes you feel short of funds, our advice is to borrow money against your mail sale returns. This is the year to greatly extend rather than curtail the mail sale. Select the addresses with care and follow the directions in our guide circulars; then bank on the returns.

Regarding shipment of letters in bulk from one post-office district to another to have the letters posted for local delivery, there is nothing in the law to preclude the postmaster of the second post-office from accepting such packages expressed to him for mailing, provided each letter bears the return card of a person located within the delivery limits of this second post-office. Unless, however, the general seal agent sending out letters thus in bulk has purchased the postage stamps from that postmaster or has obtained his promise to mail the letters under stamps purchased elsewhere, we strongly recommend that bulk shipments be made to the local Red Cross seal agent. Do not send by parcel post, if the letters are completed to the "first-class" stage.

Follow-up and Acknowledgment Cards

Follow-up postcards and acknowledgment cards, like the standard cards of the National Association, are *not* mailable under one-cent postage.

This is directly contrary to earlier advices received from the Post Office Department. The later ruling, however, is that "post cards or private mailing cards * * * will also be subject to two cents postage each whether they bear written or printed matter."

When to Begin Selling

A few correspondents, informed that the American Red Cross and the National Association were willing to have seals put on sale November 5th, seem to have concluded that their entire selling campaign should begin then. We believe that in almost every instance it will be very foolish to have the principal lines of sale, like the mail sale, begin so early. It is too soon before the holidays. Money that would be received in return from mail sale letters posted a day or so before Thanksgiving will not be attracted by unseasonable letters.

While it is to be hoped that agents place seals on sale earlier than the majority did last year, we believe that the time schedule given in Circular B is soon enough in most localities. The sale by personal solicitation of substantial buyers should begin November 15th or before.

Co-operation of Red Cross Chapters

The American Red Cross has sent a letter to all division managers calling attention "to the great importance of securing thoroughgoing co-operation" between all local chapters and the Anti-Tuberculosis Associations. Copies were provided for every chapter. The news bulletin of the Red Cross for all papers October 17th states: "While neither the National Red Cross nor its local chapters have any official part in conducting the sale of Red Cross seals, we urge every loyal member of the American Red Cross to do everything in his or her power to help the local committees in charge make this sale a record-breaker."

The letter addressed by the Red Cross to its division managers was as follows:

Co-operation with Anti-Tuberculosis Associations

October 15, 1917.

To DIVISION MANAGERS:

Your attention is called to the great importance of securing sincere and thoroughgoing co-operation between your local chapters of the Red Cross and the various state and local Anti-Tuberculosis Associations.

You will recall that a peculiarly intimate relation exists between the Red Cross and the Anti-Tuberculosis movement. The sale of Red Cross Christmas seals constitutes by far the greatest source of income to the national, state and local Tuberculosis Associations in the nation-wide campaign against this disease. The publication and distribution of Christmas seals was begun by the Red Cross in 1908, and the total receipts therefrom to the year 1916, inclusive, were over four million dollars. Under a policy long since adopted, The National Association for the Study and Prevention of Tuberculosis is the distributing agency for these seals. Ten per cent. of the gross proceeds from the sale of seals in each state is paid to the American Red Cross and ninety per cent. remains in the State for the support of the work of the state and local Anti-Tuberculosis Associations. This insures a high degree of local interest and the widest possible distribution of benefits.

The sale of Red Cross seals will be conducted this year as usual through the agency of the national, state and local anti-tuberculosis organizations. While this means that the local chapters of the Red Cross will not be responsible for the sale of seals and will not share directly in the proceeds, it is none the less important for all Red Cross workers to aid in increasing the total sales this year to an unprecedented figure. As a national organization the Red Cross is committed to untiring support of the war on tuberculosis.

In addition to this reason for friendly relations between the local representatives of the two organizations, we are now preparing on a large scale for the development of our Home Service work for the care of dependent families of soldiers and sailors. Your chapters through their Civilian Relief Committees and Home Service sections should be the first to learn of the needs of families of soldiers and sailors in their communities. In the course of this work, their visitors will doubtless be of help to families where this formidable disease constitutes an important factor in the problem to be solved. It is obvious that the Home Service section

and the local agency for the prevention of tuberculosis should work together in all such instances.

The tuberculosis problem generally is intensified by the war; the experience in foreign countries, especially in France, indicates increased danger from this disease, not only to soldiers but to the civilian population. Attention is called to page 9 of the Home Service Manual, where the question of the detection, treatment and care of tuberculosis is discussed as one of the duties of Home Service Committees in conserving standards of health. Believing that this suggestion for close co-operation between the Red Cross visitors and Anti-Tuberculosis workers should be even more specifically emphasized, we are addressing this circular, through division managers, to all chapters of the American Red Cross.

At the same time The National Association for the Study and Prevention of Tuberculosis is sending to each of its affiliated local organizations a special letter with the same purpose in view. A copy of that letter is enclosed herewith. On our part we are glad to repeat the sentiment expressed at its close, and to emphasize our belief that mutual co-operation between these two great organizations through their local branches will work for the immediate benefit of both, for the welfare of the United States as a whole, and for the winning of the war.

Very truly yours,
(Signed) H. D. GIBSON,
General Manager.
(Signed) W. FRANK PERSONS,
Director General of Civilian Relief.
(Approved) ELIOT WADSWORTH,
Acting Chairman.

Million Christmas Packets

One million Christmas packets for soldiers are desired by the Red Cross, and each chapter is to be notified of the number it is expected to provide. The official directions for wrapping recommend Christmas labels. Accordingly, Red Cross seal agents should sell seals for these packets beginning November 5th.

National Tuberculosis War Fund

The National Association has formulated a plan for raising a National Tuberculosis War Fund, based on the suggestion of an officer of the United States Army. This plan seems to represent the best way to finance the additional work that the Association has undertaken for soldiers and sailors.

The suggestion is that the National Association place Red Cross seals on sale at the various National Army cantonments, National Guard mobilization camps, reserve officers' training camps, and aviation sites. The Young Men's Christian Association has a representative at each of these federal training stations under the National War Work Council, and has granted to our Association the privilege of putting the seals on sale for this purpose at the Y. M. C. A. buildings and tents at these military stations.

This sale is now being undertaken in all except a few of the camps, where the State Anti-Tuberculosis Associations had previously made other arrangements and requested permission to retain charge of the sales.

Honors and Pennants

The Honors and Pennants circular, which is now ready and will be furnished free, gives the announcements, rules and classifications for the National Inter-City and -Town and the Inter-State competitions. It also explains the offer of Certificates of Commendation. You will note that the standard sale per capita to win the certificates has been raised from five to six.

A new pennant competition is also announced in the circular. It is a contest in recruiting the most Modern Health Crusaders in ratio to population. We recommend that you give this competition publicity among all your agents, including teachers, in order to stimulate the enrolment of crusaders and the formation of leagues both to promote the sale of seals by children and year-round educational work among them.

Plate 6 is furnished only in plate form as illustrated. Space is mortised in the plate for inserting the number of shopping days before Christmas. Furnished by the National Association at 16 cents each.

"Serving Uncle Sam"

Mrs. Brand's prize story will be read by probably 200,000 teachers to more than 2,000,000 children on Modern Health Crusade Day, December 7th. You should order enough copies to provide one for each teacher in your territory. Three other stories entered in the prize contest will be published in the December issue of the *Journal of the Outdoor Life*, out December 1st. They are "Two Days," by Mrs. Ella B. Kehrer, Anderson, Ind., "The Long White Envelope," by Miss Helen S. Knowlton, of Madison, Wis., and "The New Pandora Box," by Miss May E. Dennis, of the Missouri Association for the Relief and Control of Tuberculosis. The price of the "Serving Uncle Sam" leaflets is 20 cents per hundred.

Cuts

For newspaper publicity, secure some of the advertising cuts furnished by the National Association. These are in one and two column widths, and the prices are 23 cents and 30 cents each, respectively, transportation included. For cuts of the pictorial part of the plates and their inscriptions (printed matter to be set up by the user) the prices are 14 or 16 cents. Plate No. 6 is furnished in plate form only. (See illustration on this page.)

Managing editors will usually be glad to run one of these cuts without charge. For the editors whom you can't call on, send a letter asking them to run one of these six or the two seal cuts and enclosing a postcard for their order. Proof sheets of the six cuts will be supplied free. The seal cuts, one column and half column, are free to agents who have not received their allotment. Beyond the allotment, they cost ten cents and six cents, respectively. Order through your state agent. Merchants often contribute a corner in their advertisements for a seal cut. Plate No. 6 should also attract them.

Newspaper Stories

A sheet of 1917 Red Cross seal stories is now ready. Send for it and in the meantime give your papers your own stories now—announcement of your agency—how the seal proceeds will help conserve the nation and win the war—the ravages of tuberculosis among the French and Allied armies—tuberculous American recruits rejected and undiscovered—the tuberculosis war fund in your state—"Buy Three Times As Many This Year." Follow the rules for writing in Circular B, page 4. Write local news into the national stories.

Seals and Envelopes

Please make sure now that you have a liberal supply of seals—two or three times as many as you will probably sell. At every store and selling place and in every sub-agent's hands there should be enough. If you order now you can get more; if you wait it will be too late for more to be printed and your distributing agent probably cannot supply you. This applies also to the Red Cross seal envelopes.

Modern Health Crusaders' Department

The December Meeting

The meeting in December is perhaps the most important for the year. The subject is "Tuberculosis and respiratory diseases. How to prevent colds. Red Cross Christmas seals." In most localities the best day for leagues to hold the December meeting or to organize is Modern Health Crusade Day, Friday, December 7th.

To give the meeting lively interest, follow the suggestions in the article below, and provide yourself with the 1917 story-talk for Modern Health Crusade Day, "Serving Uncle Sam" (20c. per hundred from the National Association; single copies 2c., postage paid). The U. S. Public Health Service, Washington, will send you on request its "Common Colds," Supplement No. 30 to the Public Health Reports.

To intensify interest and to make children public instructors, give performances of one of the following playlets: Health and His Enemies, Judith and Ariel, Miss Fresh Air, The Friends of Health, David and the Good Health Elves (price 1c. each and 1c. postage for one to five copies). Following the suggestion in the October BULLETIN, you may give the Crusaders the thrill of a military drill (Boy Scout drill manual, 15c.).

Red Cross Seal Sale

The Red Cross seal affords the best opportunity to enlist Crusaders quickly and easily. Few children cannot become Crusaders by buying or selling ten seals and accepting the conditions of the certificate card. Make each Crusader a recruiting sergeant in order to win one of the ten pennants in the Modern Health Crusader competition. (Write for copy of "Honors and Pennants.") Enlisted by the seals the children are then lined up to do the Health Chores in order to earn higher rank and to carry out the 1918 program for the leagues. Tell the children the fascinating story of the Christmas seal. We will send the story to each league master or organizer who applies, and will present a booklet of the 1908 seals, the first issued by the American Red Cross, as well as the handsome hatpin described in the October BULLETIN to the first fifty league masters who apply. Every crusader leader should push the sale of seals. If you are not in touch with a seal agent, write to us at once for reference.

Talking Tuberculosis to Children

A good motto for league masters and others who are interested in presenting health topics to children is to think twelve times and turn around twice before they select a person to talk on these subjects to children. There is no other audience that is more sensitive to a speaker than a group of boys and girls. The mere fact of their sensitiveness means that the right kind of talk will make a deep and favorable impression, but the wrong kind of talk will not only antagonize but will retard progress.

In presenting tuberculosis to children it is a good rule to avoid technicalities. Avoid also exaggerations. Don't imagine that just because your hearers are children they won't appreciate an exaggeration when they hear it. Instead of talking on tuberculosis in general, it is a good idea to talk about fresh air, open-air schools, how to breathe, what to eat, water inside and out, etc., etc.

Take for example a talk on fresh air. It is not at all difficult to interest children in this subject if you start in with a barometer and explain to them how this instrument, with the thermometer, can reveal the atmospheric pressure and the temperature. If you have an electric fan handy, or if you have not, an ordinary bellows will do. Try the demonstration of holding your thermometer in line with the fan for a few minutes and then having one of the children carry it over to the corner of the room. You might very well have some of the children go into a closed closet and then come out of that into the fresh air and let them experience the sudden change from foul air to fresh air. Use the story of the Black Hole of Calcutta or tell about some of the many mine accidents where men have been found dead because of lack of oxygen and fresh air. Show how fish, even, need plenty of fresh air, and how, if their water is not properly aerated by the movement of the water or by water-growing plants, the fish will die. These are just a few ways in which the subject of fresh air and its importance to the human body can be brought home to the children, and from these it is easy to discuss the value of fresh air as a preventative in tuberculosis and as a builder of health. A hundred other ways to demonstrate foul air and contrast it with fresh air will readily occur to the adaptable speaker to boys and girls.

What has been suggested for fresh air can easily be done with such subjects as food, or cold water, or exercise. Any of these subjects will be more interesting to the children than to talk about germs and tuberculosis in general, and the result will be quite as effective. It is well to bring into the talk something about tuberculosis if it can be done in a way that will not frighten and will sustain interest. The "Keep Well" stories by Dr. May Farinholt Jones, referred to previously in these pages, will be found excellent as giving some suggestions for story talks. Pamphlet No. 106 of the National Association, entitled "What You Should Know About Tuberculosis," gives the salient and most interesting facts that need to be presented to children. There is much in this pamphlet, however, that should not be presented to them.

In talking to children about tuberculosis or any of these related subjects, be sure at this meeting to bring in the Red Cross Seal and explain how this messenger of hope helps to bring to boys and girls and men and women all over the country fresh air, good food, rest and all of the other things that these boys and girls themselves need and that every boy and girl needs. The Red Cross Seal should appeal to children not only because it helps them but more primarily because it has a community mission.

Another thought that might well be brought into the tuberculosis meeting of the Modern Health Crusaders this month is that of the soldiers. As buyers and sellers of Red Cross Seals, every boy and girl becomes a soldier in Uncle Sam's army, not necessarily using a gun, but firing bullets against the germs of disease and protecting the boys in the trenches who are wielding the guns. By putting the subject attractively to the children you will appeal not only to their selfish desires but to their patriotism and community interests as well.

In conclusion, be sure that whoever talks to children appreciates his audience not only in their limitations, but in their eager, yearning desires to get and hold facts that will help them in future years.

Notes and Pointers

Miss F. F. Clement, Director of Town and Country Nursing Service, American Red Cross, writes: "I have been interested in your Health Crusader movement for some time. A number of

(*Concluded on page* 8)

Tuberculosis Week Literature

Tuberculosis Week will be observed throughout the United States from December 2nd to 9th. With the widespread newspaper accounts of the ravages of tuberculosis in the armies of Europe and with the results of the examination of our own draft army, showing thousands of exemptions on account of tuberculosis, the popular interest in Tuberculosis Week is expected to exceed that of any previous year. Tuberculosis Week is your opportunity to conduct a forceful educational campaign, which is the primary object of this special celebration, also incidentally to increase the financial support of tuberculosis and other health work.

We urge you to order at once a supply of literature sufficient to cover your community. You can also help to make the week a success by urging its celebration, by getting in touch with all who should assist, and by giving the eight days all possible publicity.

The three special days to be celebrated this year are Medical Examination Day, Thursday, December 6th, Modern Health Crusade Day, Friday, December 7th, and Tuberculosis Sunday which may be observed at the beginning or at the end of the week, December 2nd or 9th. The following literature is available:

(1) Tuberculosis Week circular "What is Tuberculosis Week." Price 15c. per hundred. This circular is designed for wide distribution among clergymen, teachers, physicians, club women and others who should be interested in the movement.

(2) "Some Talking Points on Tuberculosis," a four-page folder. Price 25c. per hundred. This folder should be given to all who are asked to take part in the celebration, especially speakers.

(3) "Tuberculosis Day Prayer." Price 10c. per hundred. This prayer is intended for use in connection with the celebration of Tuberculosis Sunday, including popular distribution on that day.

(4) Tuberculosis Sermon entitled "Your Tuberculosis War Problem." Price 15c. per hundred. This may be used as a suggestion to preachers who may be asked to devote a sermon to tuberculosis or to make some mention of the subject at their services. It may be used also for distribution to church congregations or for publicity and editorial purposes during Tuberculosis Week.

(5) A story talk on tuberculosis entitled "Serving Uncle Sam" for use on Modern Health Crusade Day. Price 20c. per hundred. Every school teacher in your territory should receive a copy and should be asked to read it to the school children. (See Red Cross Seal story elsewhere in this issue for further information.)

(6) Medical Examination Day folder. Price 20c. per hundred as long as the present supply lasts. The hundreds of thousands of exemptions from the national army on account of physical disabilities show the importance of a periodic medical examination as nothing else has done in the history of our country. The importance of such an examination by everyone can be emphasized by distributing this pamphlet freely among various groups of adults such as medical societies, stores, factories, lodges, labor unions, clubs, etc. The Life Extension Institute, Inc., 25 West 45th Street, New York City, has a large number of examiners all over the United States. They will send you the names of their men in your community on request. We have also made arrangements with the Institute to furnish to anti-tuberculosis and medical societies copies of their standard blank for use of physicians in making examinations. Price $1.50 per hundred. We urge that you order enough of these so that you can give at least one to each doctor in your community. This blank will not only help to insure that those who apply will get a thorough examination but it will also help to educate the doctors of your community as to the essential features of a proper examination.

On account of transportation conditions, you are urged to order your tuberculosis week supplies immediately. Local associations and seal agents should order supplies through their state associations. In case the supplies at state headquarters are insufficient, the National Association will be glad to fill orders immediately upon receipt by wire or letter.

An Effective Exhibit for Tuberculosis Week

Working in conjunction with The National Association for the Study and Prevention of Tuberculosis, the National Child Welfare Association has completed a series of lithographed exhibit panels on the subject of "The Prevention of Tuberculosis in Childhood." The panels, while available for general use, have been arranged with the special thought of providing effective exhibit material for all organizations planning an active campaign for Tuberculosis Week, December 2d to 9th.

These panels emphasize the hygienic measures that need to be taught widely for the prevention of tuberculosis. Each panel contains a striking illustration in colors, re-inforced by brief, clear statements of fact and suggestion. The subjects embraced in the series are:

Good Nutrition
The Tuberculous Family
Tuberculosis Is a "House Disease"
Posture and Tuberculosis
The Value of Sleep
Tuberculosis and Childhood
A Clean Mouth and Throat
Fighting Tuberculosis in the School
Open Air Schools and Tuberculosis
Outdoor Play and Tuberculosis

Each panel aims to convey specific information in a manner that can be understood and acted on by the class of people most in need of it. In the preparation of this exhibit material the National Child Welfare Association not only collaborated with the National Association, but also had the advice and assistance of Dr. Haven Emerson, Dr. Abraham Jacobi, Dr. George W. Goeler, and other specialists, who have passed on and indorsed the form and substance of the exhibit.

In a very effective manner these panels explain the kinds of food to be used and the kinds to be avoided in protecting children from tuberculosis; the special care required by children of tuberculous parents; the necessity for outdoor play and fresh air day and night; the advantage of good posture in prompting healthy lungs, good circulation, sound health and proper development; the conditions of sleep that renew the child's power to resist disease; the state's duty to protect children from tuberculosis; the importance of keeping the child's mouth, throat and nose clean and unobstructed; the methods of combating tuberculosis in schools, and the value of open-air schools not only for sickly and tuberculous children, but for healthy children as well. All of this is set forth interestingly, and is supplemented with appropriate illustrations.

Each of the ten panels comprised in this exhibit is printed on heavy cardboard, 14¾x26½ inches in size, and is attractively lithographed in colors. The color scheme and other artistic standards are in keeping with the importance of the message conveyed. A complete set can be procured for eight dollars.

The National Child Welfare Association has performed a valuable service in preparing such an exhibit and in making it available at moderate cost for anti-tuberculosis societies, health boards, schools, women's clubs, hospitals, dispensaries, settlement houses and all other organizations, as well as public-spirited individuals, who wish to carry on the fight against tuberculosis during Tuberculosis Week or at any other time. Prominently displayed, these exhibit panels will attract attention anywhere, and, by themselves or re-inforced by verbal explanations, will carry their message effectively to large numbers of people. This graphic method of education by striking pictures and terse paragraphs in exhibit panels has been developed and applied advantageously by the National Child Welfare Association to many phases of child conservation, their exhibit material having been adopted and used by hundreds of social organizations in all parts of the United States and in many foreign countries.

Societies and individuals interested in this tuberculosis exhibit may communicate with the National Child Welfare Association at 70 Fifth Avenue, New York City.

Newspaper Space—How To Get It

By John Tombs, Albuquerque, N. M.

There is only one way to write a story for a newspaper. State the facts. Tell your story in the first sentence. Don't write a sustained "lead" and make the reader wade through three or four paragraphs before he finds out what you want to tell him. Save the polysyllabic words in your vocabulary for magazine articles. Be natural in your writing. Hit the reader right between the eyes with the first word if you can.

The secret of successful newspaper story writing is getting all the important facts in the first sentence or first paragraph. The city editor appreciates such a concentration of material. It is easy for him to cut the story if he finds it necessary.

See that your copy is typewritten and don't single space it. Leave room for the copyreader to make corrections. Even if your story is perfect, the copyreader will want to change it. It is a way he has.

Don't try to write a head on your story. That is what newspaper publishers are paying the copyreader to do. They will be piqued if you cheat them out of an opportunity to tell the reader in the headline all you want to tell him in your story.

Get your story in early. Don't wait until the "dead line" when the local room is chaos. It is liable to be forgotten and abandoned if a real story breaks.

If you have a special Sunday article that you want printed in the feature section, don't ask the Sunday editor to take it Saturday afternoon if you want to see it in type the next day. Paradoxical as it may seem, the inside sections of a Sunday paper are printed on Thursday, sometimes Wednesday.

That applies to the larger papers. If your material is for the Sunday society page of a small town daily get it in on Friday. Another thing, with most small town dailies, Monday's paper, on account of the way their telegraph stuff comes in, is much less likely to be crowded than any other day in the week. Therefore, Sunday is a good day to offer your longer stories. This also applies to the day after a holiday.

Don't attempt to bribe the editor into taking your copy. You'll only offend him. He's making enough money to buy all the cigars that are good for him. The only bribe he will fall for is news, so if you are handling two or more papers in the same town see that you keep at least one item for each paper that the others have not, and do not fail to let them know it when you hand in the copy.

Don't try to get publicity without effort. If a story is worth printing, it is worth working up. Create news. Do something original that will command the reader's attention when published. Plan unique meetings, do something that will make one particular meeting different from all others. Failing that, make it appear different.

For the sake of illustration, we will suppose you are the secretary or chairman of the publicity committee of a Rotary Club who wishes to get a story of the regular weekly meeting in the paper. Here is the way *not* to begin your article:

"The Albuquerque Rotary Club held its regular weekly meeting and luncheon at the Alvarado Hotel yesterday. Fifty-four members were present. Captain La Fayette of the American Ambulance Corps was the guest of honor and spoke as follows:".

Isn't that about as exciting as a moving picture show to a blind man?

But that story can be revised so that any city editor, no matter how exacting, will find space for it. Here's the remedy:

"Seven hundred thousand soldiers were killed at the first battle of Verdun. This was the astounding statement made by Capt. La Fayette, a returned American ambulance driver, who spoke to the members of the Albuquerque Rotary Club at the regular weekly luncheon."

There's some punch to such a lead. It will get as much attention as a rattlesnake in a hen coop. The newspapers have been filled with war news, but no figures have ever been published on the losses of the French and Germans before Verdun and you can't help but gain the attention of the city editor with such copy. He'll eat it up, to use the vernacular of the local room, and if the story isn't long enough, will call you up for more facts.

If you feel you have not been getting your share of free advertising, don't blame the newspapers. Have a heart-to-heart talk with yourself and see if you are not at fault. Use your brain more and your pull with the editor or publisher less.

Get the editor's viewpoint. Ask yourself what it is he is trying to accomplish. Consider yourself for the nonce an employee of his and realize that if your material does not jibe with his needs there is nothing to it, your story will not be, and does not deserve to be, printed.

If you're determined to get your stuff into print, if you have news or create news, and if you write your story as a newspaper story should be written, the meanest city editor that ever swore at a piece of illegible copy can't keep you out.

Red Cross Seal Advertising Cut

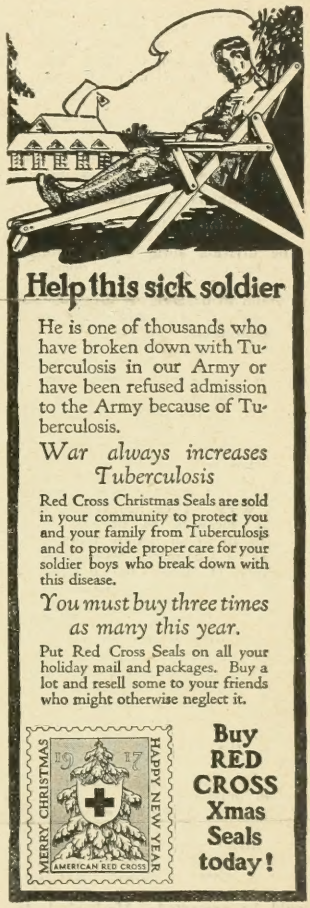
Help this sick soldier
He is one of thousands who have broken down with Tuberculosis in our Army or have been refused admission to the Army because of Tuberculosis.
War always increases Tuberculosis
Red Cross Christmas Seals are sold in your community to protect you and your family from Tuberculosis and to provide proper care for your soldier boys who break down with this disease.
You must buy three times as many this year.
Put Red Cross Seals on all your holiday mail and packages. Buy a lot and resell some to your friends who might otherwise neglect it.
MERRY CHRISTMAS
1917
HAPPY NEW YEAR
AMERICAN RED CROSS
Buy RED CROSS Xmas Seals today!

Plate No. 3—Price 23c.

The above cut is one of six mentioned in the Red Cross Seal Story (page 3). This cut can be furnished in plate form, blocked or unblocked, or a cut of the picture with caption "Help this sick soldier," and a cut of the seal can be furnished separately. Newspapers and magazines not set in "standard" column width find it necessary to use cuts only and to set up the printed matter to conform to their columns.

Next Annual Meeting in Boston

The Fourteenth Annual meeting of The National Association for the Study and Prevention of Tuberculosis will be held in Boston, in June, 1918. The exact date has not been set, but it will be either the week of the 3rd or the 17th. The American Medical Association will hold its meeting in Chicago the week of the 10th. The National Association meeting will probably be held in conjunction with the meeting of the American Climatological and Clinical Association. The names of the section chairmen will be announced in the December issue of the BULLETIN.

War Activities for State, County and Community Anti-Tuberculosis Associations

(*Continued from page* 2)

The division surgeon will probably be willing to invite civilian doctors in the neighborhood to listen to these talks, and to observe the general methods employed in army hospitals and in camp sanitation.

Similarly, arrangement can be made with the county or city medical society to offer reciprocal courtesies to the military surgeons.

Speakers at the camps will generally give their talks in the evening. Efforts should be made to employ their services during that day or the following day. Rotary and Kiwanis Clubs throughout the country have luncheons once a week. They are always looking for speakers to present timely topics in 10 to 15 minute talks. The Chamber of Commerce may be having a meeting at which the tuberculosis problem of the war could be presented. There is in the vicinity of every cantonment a Committee on Training Camp Activities, with a sub-committee on Publicity, which will know of openings. In many cities there are committees for "Four Minute Men," to give four-minute talks in churches, clubs and theatres on matters pertaining to the war.

3. For the general public and the army.

Exhibits have not diminished in value in most sections as a means of public education. They may be installed in a vacant store in the business section, often without rental charge. Smaller exhibits will often be given space in store windows. Not only charts but three dimension exhibits should be presented. Mechanical devices, such as those so well developed by Dr. C. St. Claire Drake, of the Illinois State Department of Health, the Educational Exhibit Co., and others, will attract much attention. Slide and reel pictures may also be shown to the general public. Many soldiers on the streets will drop into these free exhibits or study the window exhibits.

The Medical Field Secretary of the National Association will co-operate in every way possible, either in person or by mail. While it is hoped that he will visit all the cantonments and larger camps, it will take considerable time, and it is highly important that work be started immediately.

Notes and Pointers

(*Continued from page* 5)

our nurses have organized Health Leagues, which have proved most successful in their results."

Jules Schevitz, Executive Secretary of the Oklahoma Association, writes: "The Modern Health Crusader idea is making a hit everywhere."

J. P. Faulkner, manager of the Red Cross seal campaign in Georgia, writes: "We are now sending out letters to about six hundred picked teachers in Georgia, appealing to them to organize Modern Health Crusader Leagues. A package accompanies this letter, containing the descriptive booklet, Record of Health Chores, Crusader Certificate and the playlet, 'Judith and Ariel,' copy of the wall chart, 'Some Talking Points About Tuberculosis,' the Christmas seal story and Red Cross Seal circular C."

Miss L. W. Bennett of the California Association reports that the Modern Health Crusader movement is spreading over the entire state. She is endeavoring to supply every teacher with Crusader literature. More than a thousand Health Chore record folders have been sent to Marin County alone. One of the California teachers writes that her children are very anxious to have their chore folders filled, and so have shown a marked improvement in cleanliness. "Where parents take little interest in the work, I am keeping the records for the children." A county superintendent writes that the rural schools among which he distributed the Health Chore records have taken up the work with a great deal of zeal. He styles the Health Chore record idea as the best health movement so far started.

Mrs. B. B. Buchanan of the Washington Association has telegraphed for the immediate shipment of 500 silver Crusade pins for the King County League. She states that several hundred Crusaders are to be "dubbed" Knights. "The success of the Crusader movement continues to rage unabated."

Miss Margaret Gillis, tuberculosis visiting nurse at Newburgh, N. Y., gives the following account of the outworkings of the Health Chores in a league she has organized:

"Each girl was given a health chore card, instructed regarding the chores, and put on her honor that no mark be put on the card, except as faithfully earned. Each girl was presented with a toothbrush and a small tube of toothpaste. We had toothbrush drill, and at each successive meeting clean teeth had to be admired. Nor did the teeth cleaning end with the children. One small Slav girl asked if I would give her a toothbrush and paste for her father. He had never brushed his teeth, but liked the taste of her toothpaste and would like to try. Of course I sent him a toothbrush and paste, and later had the satisfaction of seeing him use them. All that family fell into toothbrush line and are proud to be in fashion 'with the Americans,' as the father puts it.

"Two Italian girls accepted their chore cards very seriously, and so as not to have a single zero on the card they took a bath every day. This is no easy matter, when it must be taken in the wash tub in the kitchen. These two girls kept every rule on the chore card. The father and mother and other children in the family also kept the health rules and were enthusiastic. The health of the entire family improved, and the work continues.

"The effect of these Health Chores was felt in the home of every one of these girls, and brought home to me more fully the opportunity and necessity for such educational methods and work."

In Florida, Dr. John D. Leeds, Secretary of the State Association, has been making a trip around the state, and has stressed the importance of organizing Modern Health Crusaders at each place visited.

Miss Erle Chambers, Field Secretary of Arkansas Public Health Association, has devoted considerable time to the organization of Leagues through the state. The Superintendent of Schools in Little Rock reported that the crusader movement would be substituted for some plans already under way to teach health in every school in the city. He said he would bring the crusader plan to the attention of all of his principals and urge its adoption.

Dr. Harriet B. Jones, Secretary of the West Virginia Association, is trying to reach all of the schools in the state, especially in the rural centres. She has built up a large mailing list of school teachers, and is sending to each one the literature regarding the formation of Crusader Leagues.

The Kentucky State Health and Welfare League is endeavoring to get in touch with every county superintendent of schools to urge organization of Leagues throughout the counties.